

**WHAT IS CLAIMED IS:**

1. A method comprising:

receiving a user-input baseline number of cigarettes smoked per day;

receiving a user-input length of average day;

calculating a number of allowed cigarettes for a day in a smoking cessation plan in response to the user-input baseline number and a number representing the day;

calculating an interval between allowed smoking events in response to the calculated allowed number of cigarettes for the day, the user-input length of average day, and a start time corresponding to the day;

calculating a time for a next smoking event from a time for a previous smoking event and the calculated interval;

comparing a current time to the time for the next smoking event; and

alerting a user to smoke when the current time reaches the calculated time for the next smoking event.

2. The method of claim 1, further comprising:

displaying a number of cigarettes smoked up to the current time in the day; and

displaying the number representing the day.

3. The method of claim 1, wherein the day corresponds to one of a plurality of phases in the smoking cessation plan, each phase having an associated start time.

4. The method of claim 3, further comprising:  
displaying an indicator corresponding to a current phase.

5. The method of claim 1, wherein the smoking cessation plan comprises a 30-day plan.

6. The method of claim 5, wherein said calculating the number of allowed cigarettes for a day comprises solving the equation  $C = C_T - \left( \frac{C_T - 4}{29} \right) * DAY$ , where C is the number of allowed cigarettes for the day,  $C_T$  is the user-input baseline number of cigarettes, and DAY is the number representing the day.

7. The method of claim 6, wherein said calculating an interval between allowed smoking events comprises solving the equation  $\Delta t = \frac{(t_A - 30) - t_s}{C - 1}$ , where  $\Delta t$  is the interval,  $t_A$  is the user-input length of average day, and  $t_s$  is the start time.

8. The method of claim 1, further comprising:

entering a silent mode in response to a first user selection;

ceasing to alert the user to smoke when the current time reaches the calculated time for the next smoking event in the silent mode;

exiting the silent mode in response to a second user selection;

determining if a smoking event occurred in the silent mode; and

alerting the user to smoke upon exiting the silent mode in response to a determination that a smoking event occurred in the silent mode.

9. The method of claim 8, further comprising:

calculating a time for a next smoking event from a time corresponding to exiting the silent mode and the calculated interval.

10. An apparatus comprising:

a user interface operative to receive a user-input baseline number of cigarettes smoked per day and a user-input length of average day;

a clock;

a processor operative to

calculate a number of allowed cigarettes for a day  
in a smoking cessation plan in response to the user-input  
baseline number and a number representing the day,

calculate an interval between allowed smoking events  
in response to the

calculated allowed number of cigarettes for the day,  
the user-input length of average day, and a start time  
corresponding to the day,

calculate a time for a next smoking event from a  
time for a previous smoking event and the calculated  
interval, and

compare a current time to the time for the next  
smoking event;

means for alerting a user to smoke when the current time  
reaches the calculated time for the next smoking event.

11. The apparatus of claim 10, further comprising:

a display operative to display a number of cigarettes  
smoked up to the current time in the day and the number  
representing the day in the smoking cessation plan.

12. The apparatus of claim 10, wherein the day corresponds to one of a plurality of phases in the smoking cessation plan, each phase having an associated start time.

13. The apparatus of claim 12, wherein the display is further operative to display an indicator corresponding to a current phase.

14. The apparatus of claim 10, wherein the smoking cessation plan comprises a 30-day plan.

15. The apparatus of claim 14, wherein said calculating the number of allowed cigarettes for a day comprises solving the equation  $C = C_T - \left( \frac{C_T - 4}{29} \right) * DAY$ , where C is the number of allowed cigarettes for the day,  $C_T$  is the user-input baseline number of cigarettes, and DAY is the number representing the day.

16. The apparatus of claim 15, wherein said calculating an interval between allowed smoking events comprises solving the equation  $\Delta t = \frac{(t_A - 30) - t_s}{C - 1}$ , where  $\Delta t$  is the interval,  $t_A$  is the user-input length of average day, and  $t_s$  is the start time.

17. The apparatus of claim 1, wherein the user interface further comprises user selection means, and

wherein the processor is further operative to

enter a silent mode in response to a first user selection;

deactivate the means for alerting the user to smoke when the current time reaches the calculated time for the next smoking event in the silent mode;

exit the silent mode in response to a second user selection;

determining if a smoking event occurred in the silent mode; and

control the means for alerting to alert the user to smoke upon exiting the silent mode in response to a determination that a smoking event occurred in the silent mode.

18. The apparatus of claim 17, wherein the processor is further operative to calculate a time for a next smoking event from a time corresponding to exiting the silent mode and the calculated interval.

19. The apparatus of claim 10, wherein the user interface, the clock, the processor, and the means for alerting are integrated in a pager-type device.

20. The apparatus of claim 10, wherein the user interface, the clock, the processor, and the means for alerting are integrated in a cellular phone.